

Paul Rush . Rush Satellite, Inc. .

Feb 07, 2011

Secretary Jennifer Johnson
Board of Governors of the Federal Reserve System
20th Street and Constitution Avenue NW
Washington, DC 20551

Dear Secretary Johnson,

As a small business owner, we manage our inventory supply and help offset challenges to the best of our ability. Recently, we have had to make some cuts in our products and limit the help we hire at our Radio Shack franchise of 10 years. Times are tough for everyone. The Federal Reserve's proposed action to cap debit card interchange fees could alleviate some of the financial burdens we face as business owners.

Currently, about 40% of our customers pay with a debit or credit card, and I only foresee this number growing. As we all know, it is much more convenient as a consumer to carry a card then it is to carry cash and risk losing it. With the amount of customers using debit and credit cards growing at such a rapid rate, business owners have to absorb the costs of the transaction fees. Raising our prices to help cover that cost is not an option for us. Since we are a franchise, we have to sell our products at the suggested retail prices determined by Radio Shack. Every penny we can save with the cap on debit card transactions is going to help our business.

These savings may not make us rich and may not allow us to hire another employee right away. What it will do is allow us to slowly increase our store inventory so that we have more to offer our customers. This will help us to slowly build our bottom line back up to where it once was. We appreciate your continued efforts in keeping interchange fees affordable for small business owners.

Regards

A handwritten signature in black ink, appearing to read 'PRR', written over the word 'Regards'.

Paul Rush